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Win/Win with Online Brokers

Agenda

- Insights into the types of brokers and their markets
- How brokers function
- Optimal use-case scenarios
- Pitfalls to avoid
- Technology to the Rescue



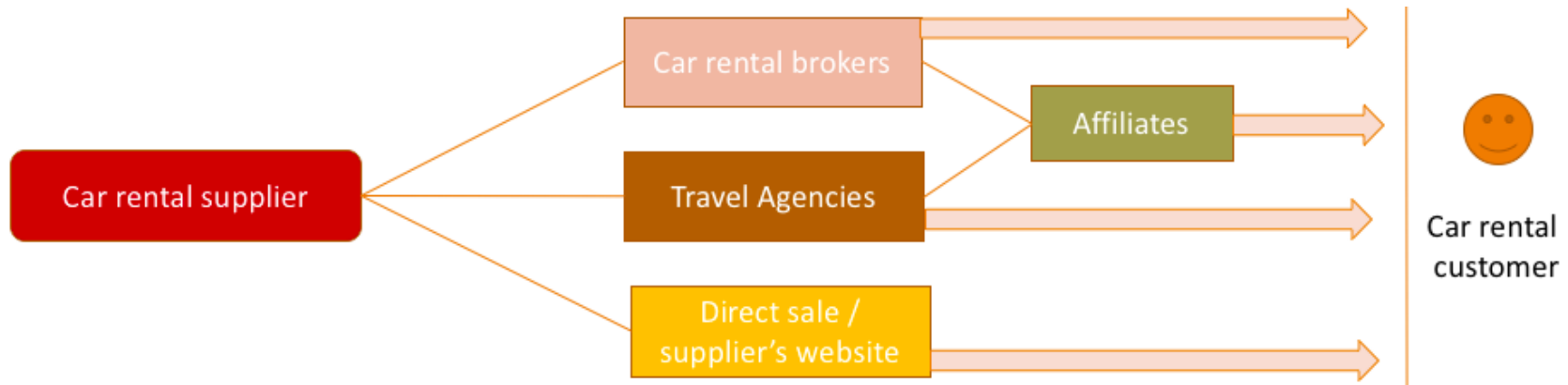
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Explaining the Broker Model

- Part of distribution world wide
- Opaque and branded models, single product



Explaining the Broker Model

- Net and retail pricing models
- Prepaid vs. P.O.D.



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Explaining the Broker Model

- Targeted marketing (by source market)
- Ecommerce & optimization as core business



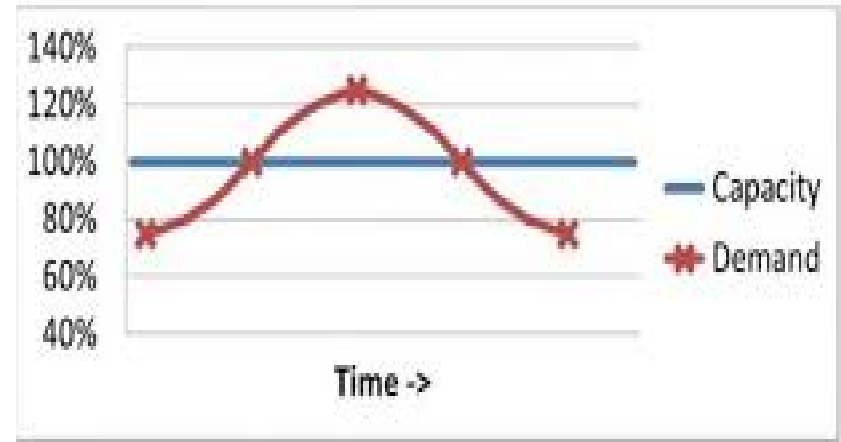
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Maximize the Relationship

- Consider expanded reach to increase demand 365 days a year
- Align goals, make commitments



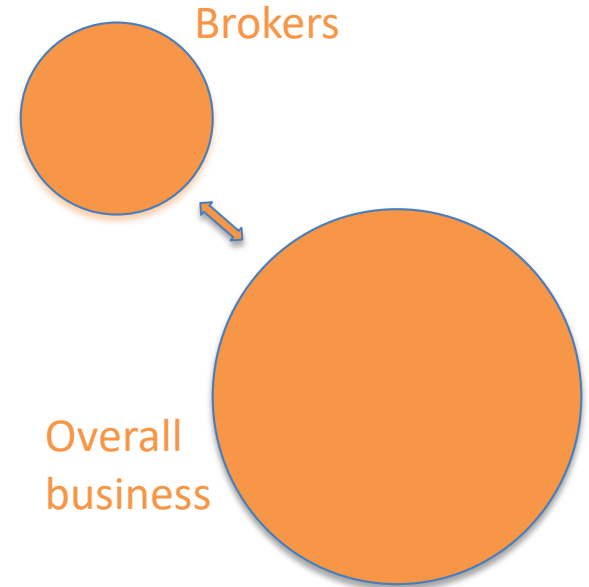
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Maximize the Relationship

- View the business at total value (cost and revenue)
- Longer term look at the business as a stand-alone channel, weight contribution, plan and execute



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Working with Wholesale Partners

- Commitment / Alignment for both parties
- Think Long-term
- Economics
- Market Access and / or Brand Development



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Working with Brokers

- Transparency
- Billing
- Pricing / Inventory
- Customer Service



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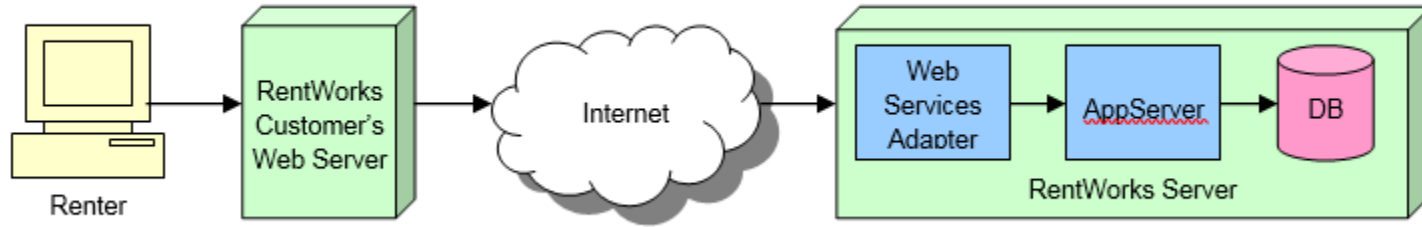
Defining Differences

- International
- Domestic (US and Canada)
- Omni (All Sources)
- Closed Group



Technology to the Rescue

Broker XML Portal



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Broker XML Portal

- Uses the OTA Standards
- Rate Yield Management & Optimization
- Select all or Specific Locations and Car Classes
- Define Rates by Brokers



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More Features

- Allows Prepays
- RA only shows local charges
- Generate Reports by Broker



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Vehicle Availability

You can decide how to search availability:

1. None: Optimizes Free Sale (Broker automatically receives confirmation of the booked class)
2. Quick: Optimizes vehicle availability for Special Events (including black out periods)
3. Full: Searches live availability



OTA API Settings: Main Screen

OTA

Target: Test Production

Distance Units: Miles Kilometers

Vendor Code:

3-Letter Currency Code:

Grace Minutes:

Source Without Referral:

Source With Referral:

Maintain Source Referrals

Availability Checking:

Class	Avail Check
Econ	Quick
Mid	Quick
Sport	Quick
Lux	Quick
FullSize	Quick
MiniVan	Quick
Pickup	Quick

None Quick Full

Applicable Locations/Classes

Locations:

Classes:

When nothing is selected, all locations/classes will be used.

Credit Card Processing Rules

Debit Cards: Allow Deny

Prepaid Debit Cards: Allow Deny

Payment Types

Check Type:

Cash Type:

Direct Bill Type:

DB Company:



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Authentication Screen

Auth

Require Password Authentication

Local (Non-Broker) Authentication

Requestor ID	Password

Requestor: Password:

Broker Authentication

Requestor ID	Password
OTACTrawl	Password123
OTAOLRep	Password456
OTARChain	Password789
OTARntCars	Password999

Requestor: Password:



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Track Billing by Broker

Billing

Billing Information

Contact:

Address:

Address (2):

City: St.: Zip:

First Name:

Phone: () - Ext.:

Fax: () -

E-Mail:

Tax ID#:

A/P#:

Taxable

Control number required

Credit Information

Direct Bill

PO Required

Credit Hold

Maximum Open Rentals:


A/R#:

Exclude from invoice batch

Credit Limit:

On Account:

Alternate Billing Company

Company: 




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Special Events


Code: 

Description: Location: Product: Class: Web

Applicable Range

Event Type: Date Range Weekly

Start Date: 

End Date: 

Day Of Week

Sun Mon Tue Wed Thu Fri Sat

Adjustments

Location Open From: Close At:

Class Blackout

Utilization:




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Tour Programs

Code:  Description:


Notes:

Rate Code: Deduct included charges from T&M
 Requires Voucher

Show: All Applicable & Included

Charges:

Type	Code	Applicable	Included
Misc. Charge	ADJUST	<input type="checkbox"/>	<input type="checkbox"/>
Misc. Charge	BabySeat	<input type="checkbox"/>	<input type="checkbox"/>
Misc. Charge	Cleaning	<input type="checkbox"/>	<input type="checkbox"/>
Misc. Charge	Credit	<input type="checkbox"/>	<input type="checkbox"/>
Misc. Charge	Damage	<input type="checkbox"/>	<input type="checkbox"/>
Misc. Charge	GARS	<input type="checkbox"/>	<input type="checkbox"/>
Misc. Charge	Map	<input type="checkbox"/>	<input type="checkbox"/>
Misc. Charge	No Show	<input type="checkbox"/>	<input type="checkbox"/>
Misc. Charge	PT	<input type="checkbox"/>	<input type="checkbox"/>

Bill To: 

Payment Type:

